

SERFF Tracking Number: AMRP-126603999 State: Arkansas
 Filing Company: American Republic Corp Insurance Company State Tracking Number: 45528
 Company Tracking Number: 09AR0539-1
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010
 Standard Plans 2010
 Product Name: Revised page for ARIC.com website
 Project Name/Number: Revised page for ARIC.com website/09AR0539-1

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: Revised page for ARIC.com website SERFF Tr Num: AMRP-126603999 State: Arkansas

TOI: MS08I Individual Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 45528

Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0539-1 State Status: Filed-Closed

Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Authors: Susan Falk, Michele

Kulish Danielson, Andrea Davey,

Kerin Overturf

Date Submitted: 04/28/2010

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Revised page for ARIC.com website

Project Number: 09AR0539-1

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: Resubmission

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 04/28/2010

Created By: Kerin Overturf

Corresponding Filing Tracking Number:

Filing Description:

Re Individual Medicare Supplement Advertising

Status of Filing in Domicile: Authorized

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Previous Filing Number: AMRP-126515406

Overall Rate Impact:

Filing Status Changed: 04/28/2010

Deemer Date:

Submitted By: Kerin Overturf

WA 1000-14 US rev 4.26

We are enclosing the above referenced web page for your review and information. The original page was submitted and

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approved under AMRP-126515406.

In the Premiums and Renewability section, we had included language regarding the Initial Rate Guarantee period. This Plan does not have a Rate Guarantee period, so this language was erroneous and has been removed.

Please let me know if you have any questions or if I can be of assistance. My phone number is 1-800-247-2190, ext. 2064. Thank you.

Company and Contact

Filing Contact Information

Kerin Overturf, kerin.overturf@americanenterprise.com
 601 6th Ave 515-245-2064 [Phone]
 Des Moines, IA 50334 515-247-2469 [FAX]

Filing Company Information

American Republic Corp Insurance Company CoCode: 67679 State of Domicile: Nebraska
 P O Box 2780 Group Code: 3527 Company Type: Life and Health
 Omaha, NE 68103-2780 Group Name: American Enterprise State ID Number:
 (800) 987-8988 ext. [Phone] FEIN Number: 23-1609793

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? Yes
 Fee Explanation: 1 advertisement @ \$50.00 = \$50.00
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$50.00	04/28/2010	36019838

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Disposition

Disposition Date: 04/28/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>AMRP-126603999</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>American Republic Corp Insurance Company</i>	<i>State Tracking Number:</i>	<i>45528</i>
<i>Company Tracking Number:</i>	<i>09AR0539-1</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS08I.005 Plan F (Basic) 2010</i>
	<i>Standard Plans 2010</i>		
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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Med Supp web page	Filed-Closed	Yes

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Form Schedule

Lead Form Number: WA 1000-14 US rev 4.26

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 04/28/2010	WA 1000-14 US rev 4.26	Advertising Med Supp web page	Revised		Replaced Form #: WA 1000-14 US Previous Filing #: AMRP-126515406		WA 1000-14 US rev 4.26 bracketed.pdf

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Medicare-Eligible

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Disclosures & Important Information

AA SIZE **Information for [CO]** ([change state](#))

PREMIUMS AND RENEWABILITY

Your coverage may be renewed for life so long as the policy remains in force and your premiums are paid on time. Your benefits and premiums will vary depending on the plan selected. Your premium could change if you move to a different area. Should a necessary premium change be made, it will only be made on a renewal date and only if it is made on all policies in the same class as determined by us. Premiums will increase because a person is one year older (except in AZ, AR, GA and MO).

READ YOUR POLICY CAREFULLY

This is a very brief description of the important policy features; it is not the insurance contract. Your policy contains all of the provisions with which both you and the Company must comply. It sets forth in detail the rights and obligations of both you and your insurance company. THIS IS A LIMITED POLICY DESIGNED TO COVER ONLY THOSE EXPENSES WHICH MEDICARE APPROVES BUT DOES NOT PAY. You will have a 30-day free-look period to review your policy. If you decide to send the policy back to us within this period, we will return all premiums.

In Colorado and Illinois, coverage is available to qualified Medicare beneficiaries under age 65. Colorado law requires carriers to make available a Colorado Health Plan Description Form, which is intended to facilitate comparison of health plans. For Medicare Supplement plans, the Outline of Medicare Supplement Coverage form is provided.

This is a solicitation of insurance and an agent may contact you. Not connected with or endorsed by the United States government or the federal Medicare program. Call today for more information about the benefits, costs and limits.

Policy Forms: A-3101AC

021910

American Republic Corp Insurance Company offers products in [AL, AR, AZ, CO, GA, IA, IL, IN, KS, KY, MO, MS, MT, NC, ND, NE, NV, OH, OK, OR, PA, SC, SD, TN, TX, UT and WI.]

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WA 1000-14 US